

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
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R 280707Z AUG 75  
FM AMEMBASSY TAIPEI  
TO USDOC WASHDC  
SECSTATE WASHDC 6801

UNCLAS TAIPEI 5589

USDOC FOR BIC/OIM/FE-SA/KELLY

E.O. 11652: N/A  
TAGS: BEXP, TW  
SUBJECT: '76 TRADE PROMOTION EVENT SCHEDULE

REF : A) STATE 200249, 8/22/75; B) TAIPEI A-145,  
7/25/74; C) TAIPEI 2837, 5/21/75; D) FY'76  
CCP FOR TAIWAN

POST APPRECIATES OIM'S PROPOSED REVISED FY'76 EVENTS  
SCHEDULE. COMMENTS CONCERNING REFTEL ITEMS FOLLOW.

1. POST CONCURS WITH JANUARY SCHEDULE FOR PROCESS  
CONTROL INSTRUMENTATION SEMINAR. SUGGEST JAN. 19-21,  
DATES FOR TAIPEI.
2. POST CONCURS WITH FEB. 16-20, 1976 DATES FOR WOODWORKING  
EQUIPMENT SPECIALIZED EXHIBITION. IT IS NOTED NO REFERENCE  
WAS MADE TO TAIPEI 5356.
3. DEPARTMENT OF LABOR SEMINAR ON OCCUPATIONAL HEALTH AND  
SAFETY IS BEING HANDLED BY ECONOMIC SECTION. T.C. WILL  
COOPERATE AS APPROPRIATE.
4. POST WILL PROCEED WITH PLANS FOR BUILDING AND CONSTRUCTION  
MACHINERY AND SUPPLY OFF-SITE EXHIBITION APRIL 19-23, 1976.
5. POST WELCOMES LABORATORY INSTRUMENTS EXHIBITION IN FY'76  
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SCHEDULE. TO ALLEVIATE BURDEN OF THREE EXHIBITIONS, ONE CATELOG  
SHOW AND POSSIBLE MULTI-STORE IN-STORE PROMOTION IN THREE MONTHS,  
POST SUGGESTS L.I. EXHIBITION BE RESCHEDULED FROM MAY TO AUGUST  
16-20, 1976.

6. EDUCATION TRAINING AIDS CATALOG SHOW IS A WELCOMED ADDITION TO FY'76 PROGRAM. POST SUGGESTS MAY 17-20, 1976 AS APPROPRIATE DATES FOR TAIPEI.

7. POST AWAITS SEPTEL CONCERNING RESCHEDULE OF COMMERCIAL FISHING GEAR TRADE MISSION TO FY'77.

8. A) POST AWAITS SEPTEL CONCERNING MULTI-STORE IN-STORE PROMOTION WITH BICENTENIAL THEME IN JULY 1976 BEFORE COMMENTING.

B) POST SUGGESTS AUTOMOTIVE SERVICE EQUIPMENT CATALOG SHOW TO TAIPEI, SEOUL AND MANILA BE RESCHEDULED FOR JULY 1976. JULY IS OPEN MONTH EXCEPT FOR POSSIBILITY OF A) ABOVE AND CAN BE MORE EFFECTIVELY PROMOTED AND SCHEDULED INTO T.C. DURING JULY.

C) POST WELCOMES AN EXHIBITION FOR SEPTEMBER 1976. FOR FOLLOWING REASONS, POST RECOMMENDS THAT PROCESS CONTROL INSTRUMENTATION EXHIBITION REPLACE POLLUTION CONTROL EXHIBITION:

1) ALTHOUGH IT HAS ENACTED COMPREHENSIVE LEGISLATION GOVERNING AIR AND WATER POLLUTION CONTROL, GROC IS NOT LIKELY TO ENFORCE SUCH LEGISLATION UNTIL ECONOMY HAS RECOVERED FULLY FROM EFFECTS OF RECESSION. ENFORCEMENT AT THIS STAGE WOULD IMPOSE ADDED PRODUCTION COSTS ON MANUFACTURERS AND THEREBY FUNCTION AS A DISINCENTIVE. MARKET IN FY-76 FOR U.S. MANUFACTURED POLLUTION CONTROL EQUIPMENT WOULD THEREFORE BE LIMITED. ECONOMY IS EXPECTED TO HAVE RECOVERD BY LATE FY-76. IT WOULD THEREFORE BE APPROPRIATE TO STAGE JEEP ON POLLUTION CONTROL EQUIPMENT IN EARLY FY-77. THIS EVENT COULD CULMINATE IN FULL TC EXHIBITION IN EARY FY-78 WHEN LOCAL INDUSTRY WILL BE BETTER PREPARED TO ABSORB COSTS RESULTING FROM ENFORCEMENT OF EXISTING LEGISLATION.

2) GROC AND LOCAL MANUFACTURERS NOW STRESS IMPORTANCE OF AUTOMATED, TECHNOLOGY INTENSIVE METHODS IN PRODUCTION AND UNCLASSIFIED

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IN PRODUCT QUALITY CONTROL. AUGUST, 1975 POSITION PAPER BY JOINT ROC-USA WORKSHOP ON INDUSTRIAL INNOVATION AND PRODUCT DEVELOPMENT (FORWARDED SEPARATELY) RECOMMENDS ROC'S DEVELOPMENT OF PROCESS CONTROL SYSTEMS FOR LARGE NUMBER OF SMALL FACTORIES. PARTICULAR EMPHASIS WAS PLACED ON "MICROPROCESSOR" FOR ITS RELATIVELY LOW COST AND SIMPLICITY OF OPERATION. PAPER RECOGNIZES NEED TO IMPORT PROCESS CONTROL SYSTEMS UNTIL ROC MANUFACTURERS ACHEIVE PRODUCTION CAPABILITY IN THIS FIELD.

3) MOBIUS STUDY NOTED THAT TAIWAN MARKET FOR PROCESS CONTROL SYSTEMS IS RAPIDLY EXPANDING AND THAT IN 1974 U.S. FIRMS HELD 31 PERCENT SHARE OF MARKET FOR SUCH IMPORTS.

9. COMPLETED DESK STUDY ON "ELECTRONIC COMPONENTS AND ELECTRONIC COMPONENTS PRODUCTION AND TEST EQUIPMENT" REVEALS SUBSTANTIAL ROC MARKET FOR BOTH THEMES. CONSIDERING TIME FACTOR AND NECESSITY OF REPOLLING U.S. MANUFACTURERS, POST CONCURS WITH OIM'S RECOMMENDATION THAT JUNE '76 EXHIBITION FEATURE ONLY ELECTRONIC COMPONENTS PRODUCTION AND TEST EQUIPMENT.

10. IN REF A) PARA 9, OIM USES "ELECTRONICS INDUSTRY PRODUCTION & TEST (EIPT) EQUIPMENT" AS THEME OF JUNE '76 EVENT. POST'S EARLIER COMMUNICATIONS (REFS B, C, AND D) TITLE EVENT "ELECTRONIC COMPONENTS AND ELECTRONIC COMPONENT PRODUCTION AND TEST EQUIPMENT" (SEE REF C PARA 2F). MARKET RESEARCH DESK STUDY WAS ALSO CONDUCTED ON LATTER THEME. REQUEST OIM CLARIFICATION OF "EIPT" USAGE.

11. POST CONCURS WITH OIM'S REVISED FY-76 EVENTS SCHEDULE WITH CHANGES RECOMMENDED IN PARAS 1 THRU 9 ABOVE. SUMMARIZED BELOW IS OIM'S REVISED SCHEDULE WITH CHANGES RECOMMENDED BY POST.

TC EXHIBITIONS

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AUGUST 18-22, 1975 -- COMPUTERS AND RELATED EQUIPMENT  
OCTOBER 20-24, 1975 -- HOTEL & RESTAURANT EQUIPMENT  
APRIL 19-23, 1976 -- BUILDING & CONSTRUCTION MACHINERY AND  
SUPPLIES  
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JUNE 21-25, 1976 -- ELECTRONIC COMPONENTS PRODUCTION & TEST  
EQUIPMENT  
AUGUST 16-20, 1976 -- LABORATORY INSTRUMENTATION  
SEPTEMBER 20-24, 1976 -- PROCESS CONTROL INSTRUMENTATION

SPECIALIZED TC EXHIBITION

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FEBRUARY 16-20, 1976 -- WOODWORKING EQUIPMENT

MULTI-FIRM BSP

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DECEMBER 9-11, 1975 -- AUTOMOTIVE SERVICES EQUIPMENT

JEEPS

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SEPTEMBER 8-11, 1975 -- PACKAGING EQUIPMENT

TECHNICAL SEMINARS

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JANUARY 19-21, 1976 -- PROCESS CONTROL INSTRUMENTATION  
MARCH 15-17, 1976 -- HEALTH CARE EQUIPMENT (TENTATIVE)

CATALOG SHOWS

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MAY 17-20, 1976 -- EDUCATIONAL TRAINING AIDS  
JULY 12-14, 1976 -- AUTOMOTIVE SERVICES EQUIPMENT

IN-STORE PROMOTIONS

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OCTOBER 1975 -- TAH SHING  
JULY 1976 -- MULTI-STORE IN-STORE (POSSIBLE)

11. POST WOULD APPRECIATE OIM'S CONFIRMATION OF ABOVE  
REVISED SCHEDULE.

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